

**PRINCE WILLIAM COUNTY
TOURISM INDUSTRY ADVISORY BOARD**

CHARTER

- I. Authority.** By Resolution No. 17- 608 adopted on December 12, 2017, the Prince William Board of County Supervisors ("BOCS"), under its authority in §15.2-1411, VA Code Ann., established an advisory board to be known as the Prince William County, Tourism Industry Advisory Board ("Advisory Board"). Members appointed to the Advisory Board serve at the pleasure of the BOCS.
- II. Purpose of the Advisory Board.** The Advisory Board is comprised of members who represent the interests of local tourism industry organizations and stakeholders within Prince William County ("the County") and shall advise the BOCS, the County Executive ("CXO") and the Director of the Prince William County Office of Tourism ("Tourism Office Director") on matters related to promoting Prince William County as a tourism destination in accordance with VA Code § 58.1-3819 of the Virginia Code, as amended. The Advisory Board shall assist staff in the Prince William County Office of Tourism ("Office of Tourism") in identifying and securing new tourism opportunities.
- III. County Liaison to the Advisory Board.** The Tourism Office Director shall serve as the County liaison to the Advisory Board, which shall entail attending all Advisory Board meetings, providing pertinent updates to Advisory Board members, and soliciting input from the Advisory Board in determining how to attract travelers to the County, generate tourism revenues and meet other tourism goals in the County. In the absence of the Tourism Office Director, the Director of the Prince William County Department of Parks and Recreation ("Parks Director") or his/her designee shall serve as the liaison.
- IV. Duties and Responsibilities.**

 - A. Planning.** The Advisory Board shall participate in the County's development of strategic goals and the identification of opportunities to increase and enhance tourism in Prince William County.
 - B. Soliciting Input.** The Advisory Board shall provide guidance on tourism initiatives and provide feedback to the Tourism Office Director regarding the effectiveness of the Office of Tourism in meeting identified tourism goals.
 - C. Recommendations Upon Request.** The Advisory Board may be asked by the BOCS, the CXO, or the Tourism Office Director to review and

comment on proposals to advance tourism opportunities.

- D. Industry Liaison.** The Advisory Board shall promote the County's tourism industry and help to advance the County's tourism vision and strategic goals of the BOCS.
- E. Other Duties.** The Advisory Board shall perform other duties related to advancing tourism in the County as periodically assigned by the BOCS.
- F. Limitations.** The Advisory Board shall have no authority to enter into any contract or incur any obligation binding upon the BOCS. The Advisory Board shall not involve itself in County departmental personnel matters, contracts or purchasing through the County's procurement process, or financial or operational matters relating to the day-to-day operation of the Office of Tourism or the Department of Parks and Recreation.

V. Membership.

- A. Appointment and Composition.** The Advisory Board shall be composed of eleven (11) members appointed by the BOCS at-large, according to the following targeted tourism industries ("Target Industries"):

Lodging establishments (3 total):

- (1) Bed and Breakfast
- (2) Hotel/motel
- (3) Hotel/motel

Non-lodging establishments (4 total):

- (4) Restaurant
- (5) Brewery/Distillery/Winery
- (6) Agribusiness
- (7) Retail-Outfitter or Specialty

Attractions (4 total):

- (8) Recreation
- (9) Entertainment
- (10) Culture/History
- (11) Culture/History

The Parks Director shall recommend prospective appointees to the BOCS for the BOCS' consideration and appointment of the Advisory Board Members. The BOCS shall have ultimate appointment authority. Membership composition as above-stated shall be the goal. However, in the event a representative from a Target Industry cannot be secured in furtherance of the membership composition goal, the

BOCS has the discretion to appoint an individual from another Target Industry.

- B. **Additional Qualifications:** Each Advisory Board member shall have a minimum of five (5) years of experience in his/her Target Industry and be in a managerial position.
- C. **Terms.** With the exception of the first term ("Initial Term"), Advisory Board members serve at the pleasure of the BOCS for two (2) year terms, and with reappointment, will be permitted to serve no more than four (4) consecutive terms. Membership terms shall be staggered. As such, the Initial Term for five (5) of the Advisory Board Members shall be one (1) year, and the Initial Term for the remaining six (6) members shall be two (2) years. An Advisory Board Member shall remain a member of the Advisory Board, unless otherwise removed, until the BOCS appoints a successor. Should there be a vacancy on the Advisory Board due to resignation, death or removal, the BOCS, based on recommendations from the Parks Director, shall fill the vacancy for the remaining unexpired term. Members shall serve without compensation, but may be reimbursed for actual expenses necessarily incurred in the performance of Advisory Board business and as authorized by §15.2-1411, Code of Virginia, as amended.
- D. **Vacancies.** The Tourism Office Director via the Parks Director shall report any vacancies to the BOCS so they may be filled consistent with this Charter.

VI. **Officers.**

- A. **Officers.** The officers shall consist of a Chair and a Vice Chair selected from among the members at the first meeting of the Board after BOCS approval of the Charter and at each January Board meeting thereafter, beginning in 2019.
- B. **Election of Officers.** The Advisory Board may choose to establish a Nominating Committee to present a slate of officers at the January Advisory Board meeting. The Advisory Board may, in addition to a proposed slate, or in lieu thereof, receive nominations from the floor prior to the election of officers.
- C. **Term of Officers.** Officers shall serve a term of one (1) year from the January meeting at which they are duly elected until their successors are duly elected the following January. Officers may be reelected for no more than one additional consecutive one-year term. While not binding, to the extent practicable, it is desirable that the Chair will first serve a minimum of one year as Vice Chair.

- D. **Responsibilities of the Chair.** The Chair shall set Advisory Board meeting agendas in coordination with the Tourism Office Director, preside over all Board meetings, appoint all committees, and execute all non-binding documents authorized by the Advisory Board.
- E. **Responsibilities of the Vice Chair.** The Vice Chair, in the absence or disability of the Chair or vacancy in that office, shall assume and perform the duties of the Chair.
- F. **Vacancies and Special Elections.** In the event of a vacancy in either office, a special election may be held to fill the position for the remainder of the term.

VII. Meetings, Voting, Committees.

- A. **Regular Meetings.** At least four (4) regular meetings per year shall be held and shall generally occur quarterly. The Tourism Office Director shall set the date, hour, and location of regular meetings in consultation with the Chair. All meetings shall be open to the public. All Advisory Board Members shall attend at least seventy-five percent (75%) of the scheduled regular meetings in order to maintain their membership standing. Member removal and replacement due to attendance failure shall follow the same process to fill a vacancy for an unexpired term as provided in Article V, Section C of this Charter.
- B. **Quorum/Voting.** A quorum for the transaction of business at any Advisory Board meeting shall consist of a majority of the Members, exclusive of any vacant seats. Except as provided in this Charter for amendments, all matters shall be decided by majority vote of those present and voting.
- C. **No Proxy Votes.** Members of the Advisory Board may not use proxies for meeting attendance or voting.
- D. **Rules of Order/Minutes.** Proceedings of all meetings of the Advisory Board shall be governed by Robert's Rules of Order, specifically, the provisions that pertain to conducting Informal Meetings for small boards. The Advisory Board shall keep summary minutes reflecting the actions and recommendations of the Advisory Board. The minutes shall meet the requirements of the Virginia Freedom of Information Act (§2.2-3700, *et seq.*, *VA Code Ann.*).
- E. **Committees.** The Chair may create such standing and ad hoc committees as he/she deems appropriate in consultation with the Tourism Office Director.

VIII. Relationship with Tourism Office Director. The Tourism Office Director shall have the continuing responsibility to keep the Advisory Board informed on all tourism-related matters. He or she shall guide the Advisory Board in the performance of its duties and responsibilities. The Parks Director shall also provide direct guidance as needed.

IX. Amendments. The Advisory Board may recommend changes to the Charter by a two thirds (2/3) majority vote of those present at a meeting with a quorum. The recommended changes shall be presented to the BOCS for consideration and approval.

MOTION: NOHE

**December 12, 2017
Regular Meeting
Res. No. 17-608**

SECOND: CADDIGAN

RE: ADOPT THE TOURISM INDUSTRY ADVISORY BOARD CHARTER

ACTION: APPROVED

WHEREAS, The Board of County Supervisors (BOCS) approved the merger of the Convention and Visitor's Bureau (CVB) into the Department of Parks and Recreation via Resolution Number 17-365 on August 1, 2017; and

WHEREAS, Resolution Number 17-365 authorized the creation of a new Tourism Advisory Board "comprised of experienced representatives of the tourism industry" by December 31, 2017; and

WHEREAS, the County Attorney's Office has reviewed the Charter for a Tourism Industry Advisory Board, which serves as the establishment document for the new body; and

WHEREAS, pursuant to VA Code Ann. Section 15.2-1411, the BOCS has the authority to establish such advisory boards, committees, and commissions as it deems necessary to advise the governing body with regard to any matter of concern to the locality; and

WHEREAS, the Charter must be approved and all members appointed by December 31, 2017, in accordance with Resolution Number 17-365;

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors does hereby adopt the Tourism Industry Advisory Board Charter.

ATTACHMENT: Draft Prince William County Tourism Industry Advisory Board Charter

Votes:

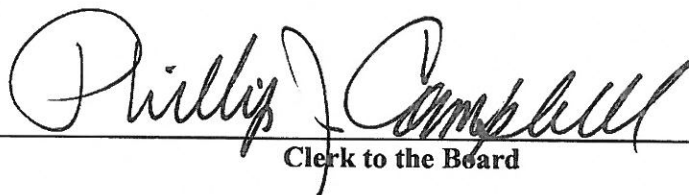
Ayes: Anderson, Caddigan, Candland, Jenkins, Lawson, Nohe, Principi

Nays: None

Absent from Vote: None

Absent from Meeting: Stewart

ATTEST: _____


Clerk to the Board